

Census  
REF  
HF  
5429.35  
U535x  
1979a

v. 2  
pt. 28

**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

# Nebraska

**1977  
CENSUS OF  
RETAIL  
TRADE**







**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

# Nebraska



**U.S. Department of Commerce**

Philip M. Klutznick, Secretary

Luther H. Hodges, Jr.,

Deputy Secretary

Courtenay M. Slater,

Chief Economist

**BUREAU OF THE CENSUS**

Vincent P. Barabba,

Director





## BUREAU OF THE CENSUS

Vincent P. Barabba, Director

Daniel B. Levine, Deputy Director

Shirley Kallek, Associate Director for  
Economic Fields

Richard B. Quanrud, Assistant Director for  
Economic and Agriculture Censuses

### BUSINESS DIVISION

Tyler R. Sturdevant, Chief

**ACKNOWLEDGMENTS**—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by Shirley Kallek, Associate Director for Economic Fields, and Richard B. Quanrud, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignali. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programming Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

Bureau delineation of major retail centers was conducted by the Field Division, Richard Burt, Chief, under the direction of Darren Althouse, Chief, Economic Surveys Branch, assisted by John Guest.

Forms design was performed in the Administrative Services Division, Henry J. Husmann, Chief. The entire staff of the Forms and Mail Management Branch made significant contributions in the planning, design, review, and composition of the forms.

Within the Publications Services Division, many individuals made significant contributions in publication planning and design, editorial review, composition, and printing procurement. These operations were performed under the direction of Raymond J. Koski, Chief, assisted by Milton S. Andersen, Gerald A. Mann, Wayne H. Massey, Helen M. Curtis, Jacqueline A. Gans, Charles C. Huntley, Nicholas Preftakes, Rosemary B. Vance, and Robert Warunek.

Clerical and data keying operations were performed in the Data Preparation Division at Jeffersonville, Ind., under the direction of Don L. Adams, Chief, assisted by Rebecca Lamon and George Wilson. Clerical supervision was provided by Helen Swank.

The geographic coding procedures and computer programs were developed in the Geography Division under the direction of Jacob Silver, Chief, assisted by Silla G. Tomasi, Gerald Cranford, Terence D.

McDowell, Dan Harding, Phyllis Krause, Walter Yergen, and Rose J.A. Quarato.

Computer processing was directed by C. Thomas DiNenna, Chief, Computer Services Division. John E. Halterman, Jesse J. Verdeja, Willie E. Clark, and Norman W. Larsen, provided staff assistance.

Lawrence E. Cornish, Systems Software Division, made significant contributions by developing special-purpose computer programs for publication preparation.

Donald E. Young, Lawrence H. Lyons, and Robert S. Taylor, of the Office of the Assistant Director for Economic and Agriculture Censuses, participated in overall planning and review of the census operations.

This report is a retabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

Special acknowledgment is also due the local Census Statistical Areas Committees (CSAC's), which delineated areas included in this report, and to the many businesses whose cooperation has contributed to the publication of these data.

### Library of Congress Cataloging in Publication Data

United States. Bureau of the Census.

1977 census of retail trade.

**CONTENTS:** [1] Geographic area statistics.  
[2] Major retail centers in standard metropolitan statistical areas. [3] Subject reports. [4] Merchandise line sales.

1. Retail trade—United States—States—Statistics.  
2. Retail trade—United States—Statistics. I. Title.  
II. Title: Census of retail trade.

HF5429.3.U535 1978 381 78-606155

For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or any U.S. Department of Commerce district office. Postage stamps not acceptable; currency submitted at sender's risk. Remittances from foreign countries must be by international money order or by draft on a U.S. bank. Stock No. 003-024-01984-1



census  
T  
344065  
UN3  
1977  
vol. 2  
pf  
copy

**1977  
CENSUS OF  
RETAIL  
TRADE**

RC77-C  
Changed January 1981

Major Retail Center Series

Final Report

## CHANGE SHEET

The partial table reproduced below contains a revision to a column titling error previously published. Rather than "Payroll first quarter 1977," the column should have been titled "Payroll first quarter 1972." States for which this correction applies are listed below the table.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Arizona (RC77-C-3)					
	Delaware (RC77-C-8)					
	Idaho (RC77-C-13)					
	Iowa (RC77-C-16)					
	Kansas (RC77-C-17)					
	Maine (RC77-C-20)					
	Maryland (RC77-C-21)					
	Massachusetts (RC77-C-22)					
	Minnesota (RC77-C-24)					
	Mississippi (RC77-C-25)					
	Montana (RC77-C-27)					
	Nebraska (RC77-C-28)					
	Nevada (RC77-C-29)					
	New Hampshire (RC77-C-30)					
	New Mexico (RC77-C-32)					
	North Dakota (RC77-C-35)					
	Rhode Island (RC77-C-40)					
	Utah (RC77-C-45)					
	Wisconsin (RC77-C-49)					



U.S. Department of Commerce  
BUREAU OF THE CENSUS





## WHAT IS IN THE TABLES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers*			
					No. 2	No. 3	No. 4	No. 5

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area

## AIDS TO TABLE USE

### DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

### MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

### DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

### ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
—	Zero.



## INTRODUCTION

HISTORY OF THE ECONOMIC CENSUSES . . . . .	V
USES OF THE ECONOMIC CENSUSES . . . . .	V
AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES . . . . .	V
CENSUS OF RETAIL TRADE . . . . .	V
MAJOR RETAIL CENTERS . . . . .	VI
CENSUS DISCLOSURE RULES . . . . .	VII
GEOGRAPHIC AREAS COVERED . . . . .	VII

### HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

### USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

### AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

### CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.<sup>1</sup> It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

<sup>1</sup> Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.



For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

## MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

### Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

### Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

### Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores<sup>1</sup> located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.<sup>2</sup> MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

### Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

<sup>1</sup> An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

<sup>2</sup> Minimum square footage criterion was waived in a few special cases at request of local CSAC.

## CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.<sup>1 2</sup>
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

<sup>1</sup> For all establishments, including those with no payroll.

<sup>2</sup> Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

## GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.





## CONTENTS

[Page numbers listed here omit prefix number  
that appears as part of the number of each page]

	Page
What Is In the Tables .....	III
Aids to Table Use .....	IV
Introduction .....	V
State Map .....	3

The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

### MAPS

Standard Metropolitan Statistical Area  
Central Business Districts  
Major Retail Centers

### TABLES

1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977
2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977
3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977
4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977
5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972
6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business
7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

### SMSA's

Lincoln .....	4
Omaha .....	13

### APPENDIXES

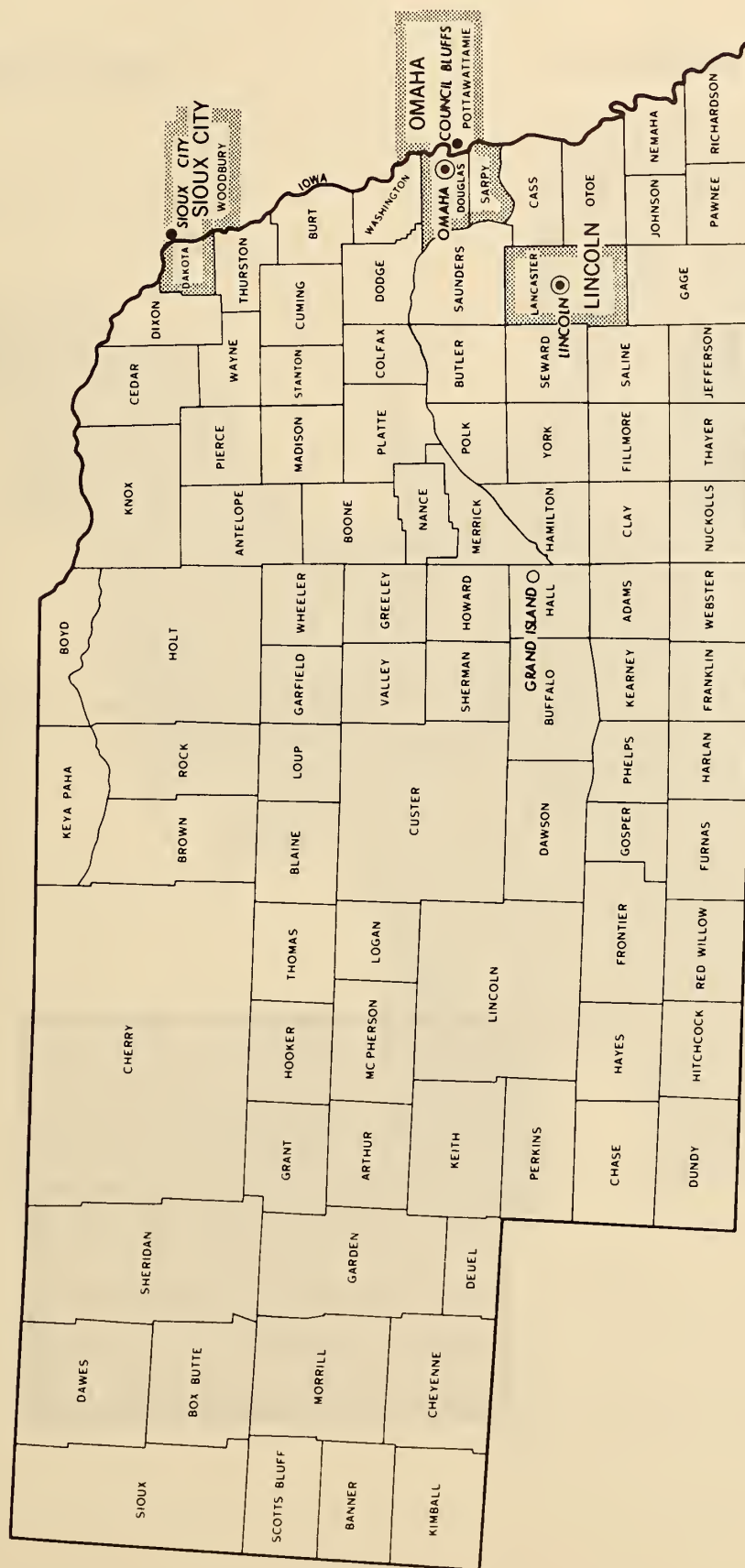
A. General Explanation .....	A-1
B. General Questions .....	B-1
C. Kind-of-Business Titles and Reporting-Form Numbers .....	C-1
D. Standard Metropolitan Statistical Areas .....	D-1
E. Major Retail Centers .....	E-1
F. Major Retail Center Delineation by Geographic Areas .....	F-1

Publication Program. .... Inside back cover





## NEBRASKA



## LEGEND

- Places of 100,000 or more inhabitants
- Places of 50,000 to 100,000 inhabitants
- Places of 25,000 to 50,000 inhabitants outside SMSA's

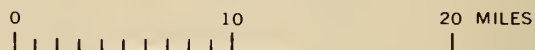
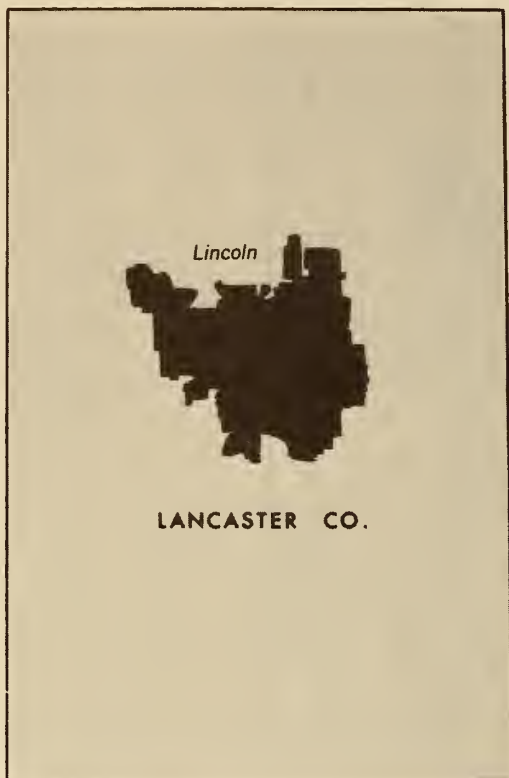


Standard Metropolitan  
Statistical Areas (SMSA's)

SCALE  
0 10 20 30 40 50 MILES

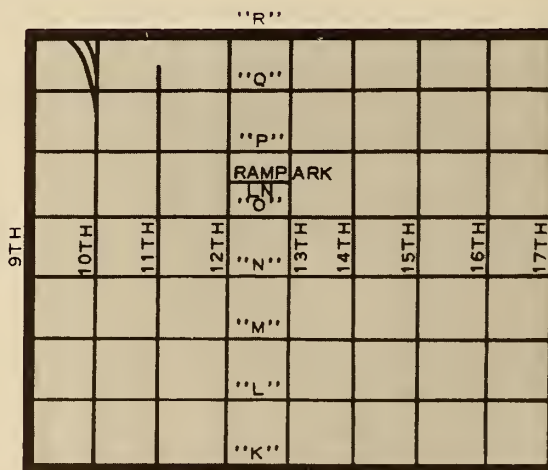
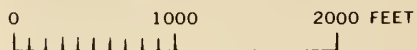
# LINCOLN

## Standard Metropolitan Statistical Area



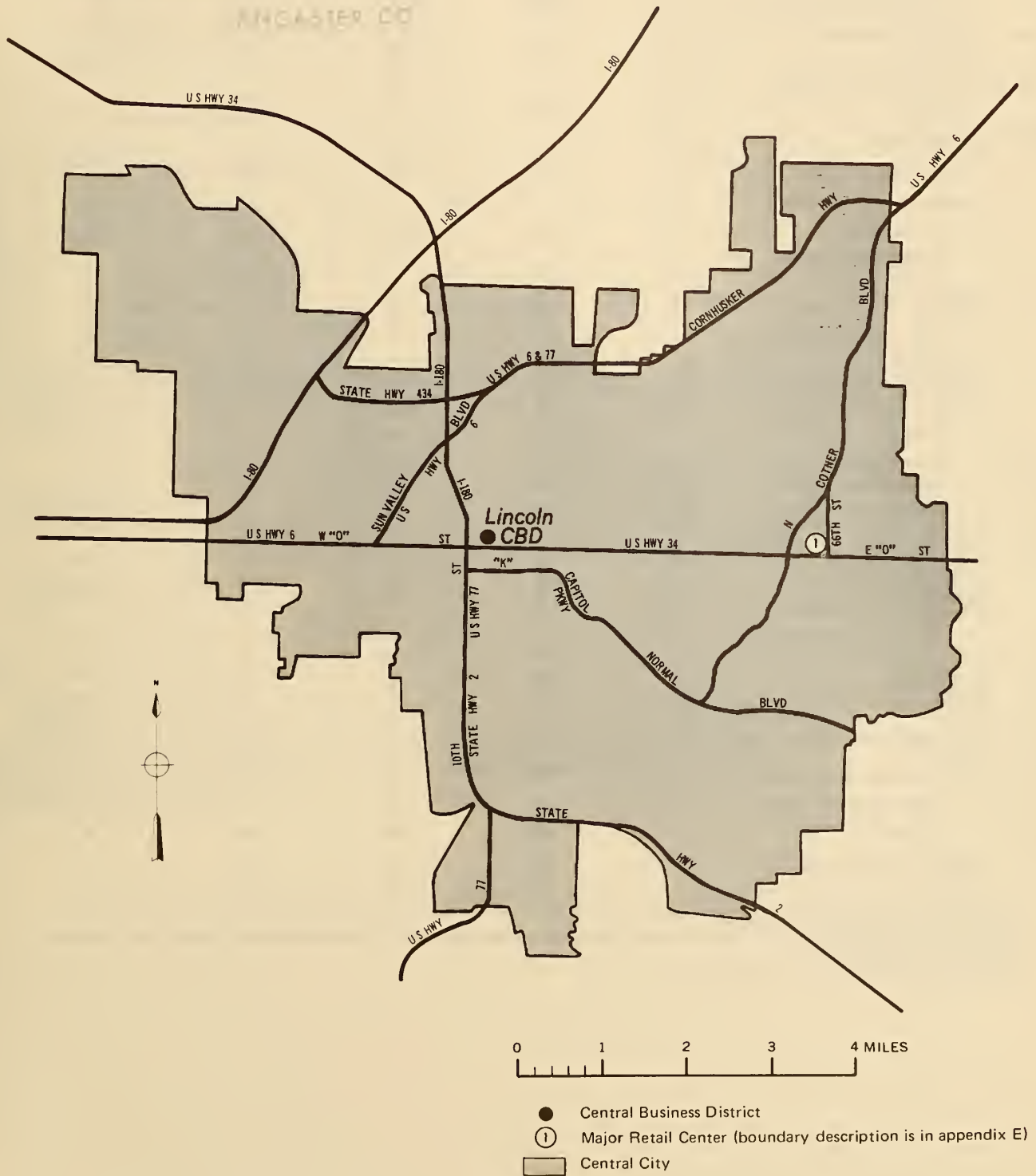
## Central Business District

Comprising Census Tract 19



## LINCOLN

## Major Retail Center





**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 1
	<b>Retail stores:<sup>1 2</sup></b>				
	Number -----	1 373	1 264	181	68
	Sales (\$1,000) -----	668 219	637 789	91 213	113 275
	Payroll entire year (\$1,000) -----	87 498	84 001	16 954	15 160
	Paid employees for week including March 12 ---	15 458	14 768	3 205	2 401
54, 58, 591	<b>Convenience goods stores:</b>				
	Number -----	402	360	55	11
	Sales (\$1,000) -----	(D)	189 089	12 876	16 832
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>				
	Number -----	376	356	91	41
	Sales (\$1,000) -----	197 271	(D)	64 507	65 047
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>				
	Number -----	595	548	35	16
	Sales (\$1,000) -----	(D)	(D)	13 830	31 396
	<b>Number of Establishments</b>				
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 373</b>	<b>1 264</b>	<b>181</b>	<b>68</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>82</b>	<b>75</b>	<b>4</b>	<b>2</b>
525	Hardware stores -----	22	19	—	1
52 ex. 525	Other -----	60	56	4	1
53	<b>General merchandise group stores -----</b>	<b>35</b>	<b>35</b>	<b>6</b>	<b>5</b>
531	Department stores <sup>4</sup> -----	12	12	3	4
533	Variety stores -----	9	9	2	1
539	Miscellaneous general merchandise stores -----	14	14	1	—
54	<b>Food stores<sup>5</sup> -----</b>	<b>90</b>	<b>76</b>	<b>5</b>	<b>4</b>
541	Grocery stores -----	57	48	2	1
55 ex. 554	<b>Automotive dealers -----</b>	<b>115</b>	<b>106</b>	<b>4</b>	<b>5</b>
554	<b>Gasoline service stations -----</b>	<b>167</b>	<b>151</b>	<b>10</b>	<b>2</b>
58	<b>Apparel and accessory stores -----</b>	<b>83</b>	<b>82</b>	<b>29</b>	<b>19</b>
561	Men's and boys' clothing and furnishings stores --	11	11	5	3
562, 3, 8	Women's clothing and specialty stores and furriers -----	25	25	5	9
562	Women's ready-to-wear stores -----	21	21	5	8
565	Family clothing stores -----	15	15	4	3
566	Shoe stores -----	26	25	12	4
564, 9	Other apparel and accessory stores -----	6	6	3	—
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>137</b>	<b>126</b>	<b>24</b>	<b>6</b>
5712	Furniture stores -----	33	32	4	—
5713, 4, 9	Home furnishings stores -----	60	55	6	—
572, 3	Household appliance, radio, television, and music stores -----	44	39	14	6
58	<b>Eating and drinking places -----</b>	<b>272</b>	<b>243</b>	<b>48</b>	<b>6</b>
5812	Eating places -----	215	198	30	6
5813	Drinking places (alcoholic beverages) -----	57	45	16	—
591	<b>Drug and proprietary stores -----</b>	<b>40</b>	<b>39</b>	<b>4</b>	<b>1</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>352</b>	<b>327</b>	<b>49</b>	<b>16</b>
592	Liquor stores -----	35	32	2	—
594	Miscellaneous shopping goods stores -----	121	113	32	11
5992	Florists -----	19	18	2	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Lincoln CBD</b>					
	Retail stores <sup>2</sup> -----	181	91 213	16 954	4 235	3 205
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	2 163	297	76	36
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	4	2 163	297	76	36
53	General merchandise group stores -----	6	30 319	5 230	1 229	1 103
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	5	1 230	144	27	50
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	4	7 745	825	195	76
554	Gasoline service stations -----	10	2 568	288	72	55
56	Apparel and accessory stores -----	29	14 041	4 017	1 077	531
561	Men's and boys' clothing and furnishings stores -----	5	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	5	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	5	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	5 017	1 780	480	204
566	Shoe stores -----	12	3 082	580	152	80
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	24	11 999	1 716	438	166
5712	Furniture stores -----	4	1 597	154	34	13
5713, 4, 9	Home furnishings stores -----	6	4 272	575	157	41
572, 3	Household appliance, radio, television, and music stores -----	14	6 130	987	247	112
58	Eating and drinking places -----	46	9 525	2 598	667	905
5812	Eating places -----	30	7 127	2 057	524	718
5813	Drinking places (alcoholic beverages) -----	16	2 398	541	143	187
591	Drug and proprietary stores -----	4	2 121	320	79	89
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	49	9 502	1 519	375	214
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	32	8 148	1 247	304	175
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Lincoln</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 264</b>	<b>637 789</b>	<b>84 001</b>	<b>19 625</b>	<b>14 768</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>75</b>	<b>(D)</b>	<b>5 242</b>	<b>1 290</b>	<b>567</b>
525	Hardware stores -----	19	7 402	(D)	(D)	(D)
52 ex. 525	Other -----	56	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>35</b>	<b>(D)</b>	<b>17 393</b>	<b>3 859</b>	<b>3 010</b>
531	Department stores <sup>3</sup> -----	12	100 105	15 041	3 307	2 655
533	Variety stores -----	9	(D)	364	91	115
539	Miscellaneous general merchandise stores -----	14	(D)	1 988	461	240
54	<b>Food stores<sup>4</sup> -----</b>	<b>78</b>	<b>111 730</b>	<b>10 497</b>	<b>2 480</b>	<b>1 469</b>
541	Grocery stores -----	48	(D)	10 005	2 368	1 374
55 ex. 554	<b>Automotive dealers -----</b>	<b>108</b>	<b>133 668</b>	<b>11 246</b>	<b>2 617</b>	<b>980</b>
554	<b>Gasoline service stations -----</b>	<b>151</b>	<b>47 602</b>	<b>3 822</b>	<b>947</b>	<b>691</b>
56	<b>Apparel and accessory stores -----</b>	<b>82</b>	<b>(D)</b>	<b>6 618</b>	<b>1 764</b>	<b>1 020</b>
561	Men's and boys' clothing and furnishings stores -----	11	(D)	450	155	100
562, 3, 8	Women's clothing and specialty stores and furriers -----	25	12 360	2 422	628	408
562	Women's ready-to-wear stores -----	21	(D)	(D)	(D)	(D)
565	Family clothing stores -----	15	(D)	2 637	715	353
566	Shoe stores -----	25	6 149	1 077	258	151
564, 9	Other apparel and accessory stores -----	6	(D)	32	8	8
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>126</b>	<b>26 715</b>	<b>3 632</b>	<b>873</b>	<b>441</b>
5712	Furniture stores -----	32	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	55	8 132	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	39	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>243</b>	<b>62 539</b>	<b>16 960</b>	<b>3 740</b>	<b>5 223</b>
5812	Eating places -----	198	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	45	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>39</b>	<b>14 820</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>327</b>	<b>46 234</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	32	12 366	933	216	230
594	Miscellaneous shopping goods stores -----	113	17 732	2 472	595	382
5992	Florists -----	18	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Lincoln, Nebr., SMSA</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 373</b>	<b>668 219</b>	<b>87 498</b>	<b>20 497</b>	<b>15 458</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>82</b>	<b>53 348</b>	<b>6 449</b>	<b>1 592</b>	<b>712</b>
525	Hardware stores -----	22	7 597	1 033	265	158
52 ex. 525	Other -----	60	45 751	5 416	1 327	554
53	<b>General merchandise group stores -----</b>	<b>35</b>	<b>117 639</b>	<b>17 393</b>	<b>3 859</b>	<b>3 010</b>
531	Department stores <sup>3</sup> -----	12	100 105	15 041	3 307	2 655
533	Variety stores -----	9	(D)	364	91	115
539	Miscellaneous general merchandise stores -----	14	(D)	1 988	461	240
54	<b>Food stores<sup>4</sup> -----</b>	<b>90</b>	<b>118 880</b>	<b>11 119</b>	<b>2 629</b>	<b>1 594</b>
541	Grocery stores -----	57	115 022	10 627	2 517	1 499
55 ex. 554	<b>Automotive dealers -----</b>	<b>115</b>	<b>135 088</b>	<b>11 291</b>	<b>2 630</b>	<b>988</b>
554	<b>Gasoline service stations -----</b>	<b>167</b>	<b>51 593</b>	<b>4 175</b>	<b>1 033</b>	<b>762</b>
56	<b>Apparel and accessory stores -----</b>	<b>83</b>	<b>33 510</b>	<b>6 618</b>	<b>1 764</b>	<b>1 020</b>
561	Men's and boys' clothing and furnishings stores -----	11	(D)	450	155	100
562, 3, 8	Women's clothing and specialty stores and furriers -----	25	12 360	2 422	628	408
562	Women's ready-to-wear stores -----	21	(D)	(D)	(D)	(D)
565	Family clothing stores -----	15	(D)	2 637	715	353
566	Shoe stores -----	26	(D)	1 077	258	151
564, 9	Other apparel and accessory stores -----	6	(D)	32	8	8
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>137</b>	<b>27 517</b>	<b>3 707</b>	<b>896</b>	<b>457</b>
5712	Furniture stores -----	33	7 261	757	176	113
5713, 4, 9	Home furnishings stores -----	60	8 235	1 132	287	120
572, 3	Household appliance, radio, television, and music stores -----	44	12 021	1 818	433	224
58	<b>Eating and drinking places -----</b>	<b>272</b>	<b>66 679</b>	<b>17 865</b>	<b>3 975</b>	<b>5 477</b>
5812	Eating places -----	215	(D)	15 886	3 489	4 898
5813	Drinking places (alcoholic beverages) -----	57	(D)	1 979	486	579
591	<b>Drug and proprietary stores -----</b>	<b>40</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>352</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	35	12 992	984	228	244
594	Miscellaneous shopping goods stores -----	121	18 605	2 545	609	405
5992	Florists -----	19	(D)	622	154	115

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Lincoln</b>					
	Retail stores <sup>2</sup> -----	197	76 623	12 883	3 049	3 255
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	1 469	230	52	37
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	8	1 469	230	52	37
53	General merchandise group stores -----	7	30 998	4 904	1 176	1 381
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores -----	6	1 315	150	39	37
55 ex. 554	Automotive dealers -----	6	6 144	551	121	62
554	Gasoline service stations -----	16	2 322	323	82	85
56	Apparel and accessory stores -----	24	12 496	2 646	596	562
561	Men's and boys' clothing and furnishings stores -----	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	6	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	5	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	5 085	1 168	271	232
566	Shoe stores -----	7	2 004	344	77	59
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	27	7 992	1 138	270	210
5712	Furniture stores -----	5	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	19	5 037	742	171	153
58	Eating and drinking places -----	48	4 571	1 146	301	510
5812	Eating places -----	26	2 333	659	187	326
5813	Drinking places (alcoholic beverages) -----	22	2 238	487	114	184
591	Drug and proprietary stores -----	7	2 416	361	96	79
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	48	6 900	1 434	316	292
592	Liquor stores -----	5	425	25	5	5
594	Miscellaneous shopping goods stores -----	23	5 137	1 165	252	221
5992	Florists -----	3	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Lincoln</b>			
	<b>Retail stores<sup>2</sup> -----</b>	<b>19.0</b>	<b>61.8</b>	<b>63.8</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>47.2</b>	<b>(D)</b>	<b>93.7</b>
525	Hardware stores -----	-	213.5	(D)
52 ex. 525	Other -----	47.2	66.8	(D)
53	<b>General merchandise group stores -----</b>	<b>-2.2</b>	<b>40.0</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	-19.4	25.5	25.5
533	Variety stores -----	-35.4	12.9	13.5
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>-6.5</b>	<b>78.4</b>	<b>79.7</b>
541	Grocery stores -----	(NA)	(D)	80.2
55 ex. 554	<b>Automotive dealers -----</b>	<b>28.1</b>	<b>61.0</b>	<b>59.4</b>
554	<b>Gasoline service stations -----</b>	<b>10.6</b>	<b>69.2</b>	<b>71.0</b>
58	<b>Apparel and accessory stores -----</b>	<b>12.4</b>	<b>38.0</b>	<b>36.7</b>
561	Men's and boys' clothing and furnishings stores -----	54.8	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	1.9	60.6	(D)
562	Women's ready-to-wear stores -----	4.1	67.3	(D)
565	Family clothing stores -----	-1.3	4.1	(D)
566	Shoe stores -----	53.8	(D)	60.9
564, 9	Other apparel and accessory stores -----	-18.5	-56.1	-56.1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>50.1</b>	<b>48.8</b>	<b>49.3</b>
5712	Furniture stores -----	(D)	46.6	42.3
5713, 4, 9	Home furnishings stores -----	(D)	(D)	70.8
572, 3	Household appliance, radio, television, and music stores -----	21.7	(D)	41.4
58	<b>Eating and drinking places -----</b>	<b>108.4</b>	<b>96.7</b>	<b>99.1</b>
5812	Eating places -----	205.5	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	7.1	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>-12.2</b>	<b>34.4</b>	<b>(D)</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>37.7</b>	<b>(D)</b>	<b>74.8</b>
592	Liquor stores -----	(D)	(D)	52.2
594	Miscellaneous shopping goods stores -----	58.6	78.4	86.6
5992	Florists -----	28.2	50.2	64.9

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Lincoln</b>					
	Retail stores <sup>1</sup> -----	14.3	13.7	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers-----	(D)	4.1	2.4	(D)	8.0
525	Hardware stores-----	-	-	-	1.2	1.1
52 ex. 525	Other-----	(D)	4.7	2.4	(D)	6.8
53	General merchandise group stores-----	(D)	25.8	33.2	(D)	17.6
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	15.7	15.0
533	Variety stores-----	15.2	15.1	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	(D)	(D)	(D)	(D)	(D)
54	Food stores <sup>3</sup> -----	1.1	1.0	1.3	17.5	17.8
541	Grocery stores-----	1.0	(D)	(D)	(D)	17.2
55 ex. 554	Automotive dealers-----	5.8	5.7	8.5	21.0	20.2
554	Gasoline service stations-----	5.4	5.0	2.8	7.5	7.7
56	Apparel and accessory stores-----	(D)	41.9	15.4	(D)	5.0
561	Men's and boys' clothing and furnishings stores-----	42.9	42.9	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers-----	(D)	(D)	(D)	1.9	1.8
562	Women's ready-to-wear stores-----	35.8	35.8	(D)	(D)	(D)
565	Family clothing stores-----	(D)	(D)	5.5	(D)	(D)
566	Shoe stores-----	50.1	(D)	3.4	1.0	(D)
564, 9	Other apparel and accessory stores-----	73.8	73.8	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	44.9	43.6	13.2	4.2	4.1
5712	Furniture stores-----	(D)	22.0	1.8	(D)	1.1
5713, 4, 9	Home furnishings stores-----	52.5	51.9	4.7	1.3	1.2
572, 3	Household appliance, radio, television, and music stores-----	(D)	51.0	6.7	(D)	1.8
58	Eating and drinking places-----	15.2	14.3	10.4	9.8	10.0
5812	Eating places-----	(D)	(D)	7.8	(D)	(D)
5813	Drinking places (alcoholic beverages)-----	(D)	(D)	2.6	(D)	(D)
591	Drug and proprietary stores-----	14.3	(D)	2.3	2.3	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	20.6	(D)	10.4	7.2	(D)
592	Liquor stores-----	(D)	(D)	(D)	1.9	1.9
594	Miscellaneous shopping goods stores-----	46.0	43.8	8.9	2.8	2.8
5992	Florists-----	18.3	16.3	(D)	(D)	(D)

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

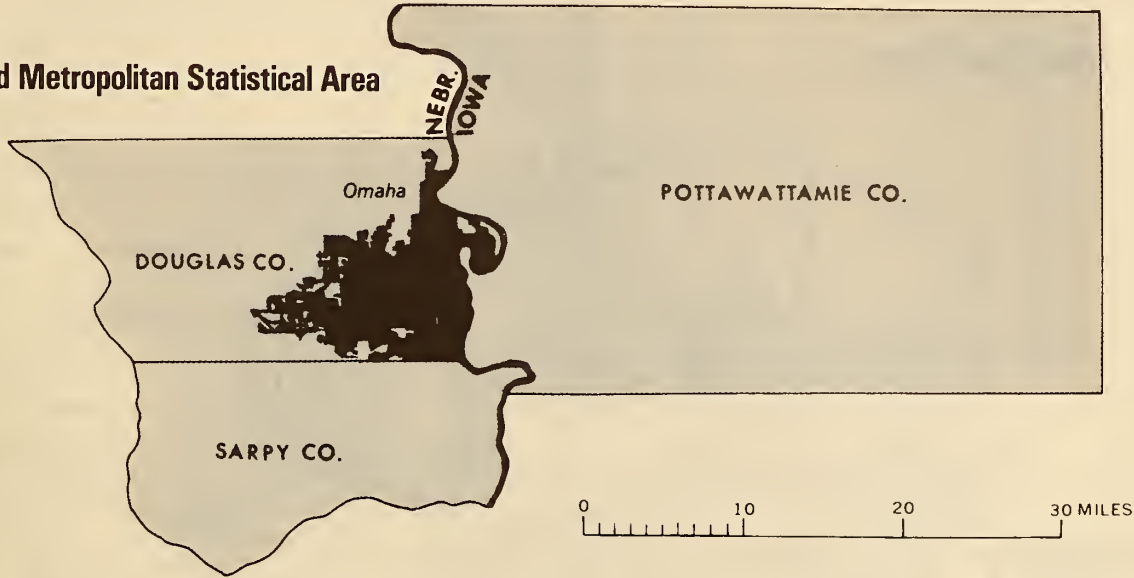
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

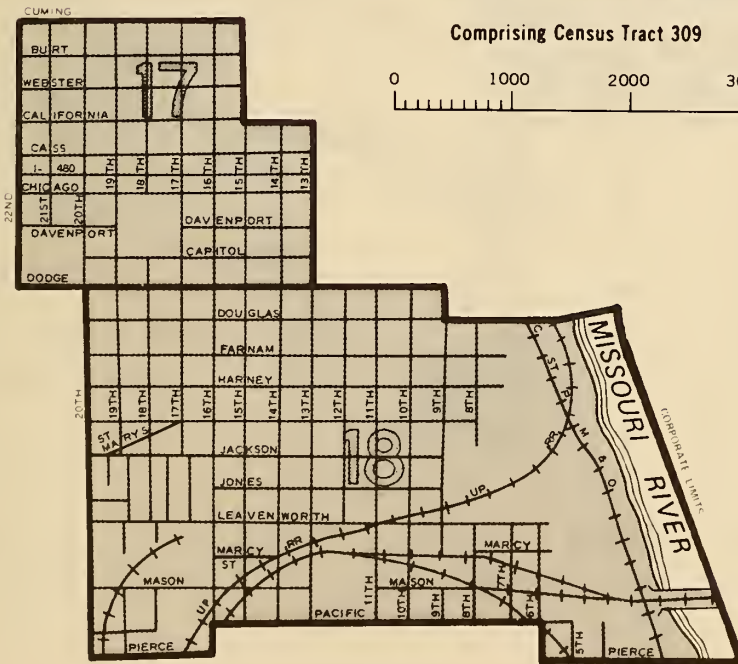
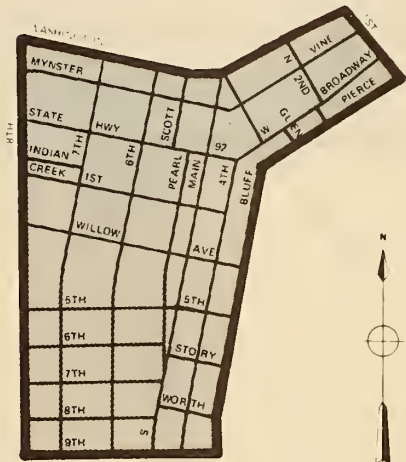
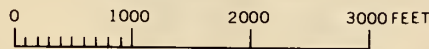
# OMAHA

## Standard Metropolitan Statistical Area



## Council Bluffs Central Business District

Comprising Census Tract 309



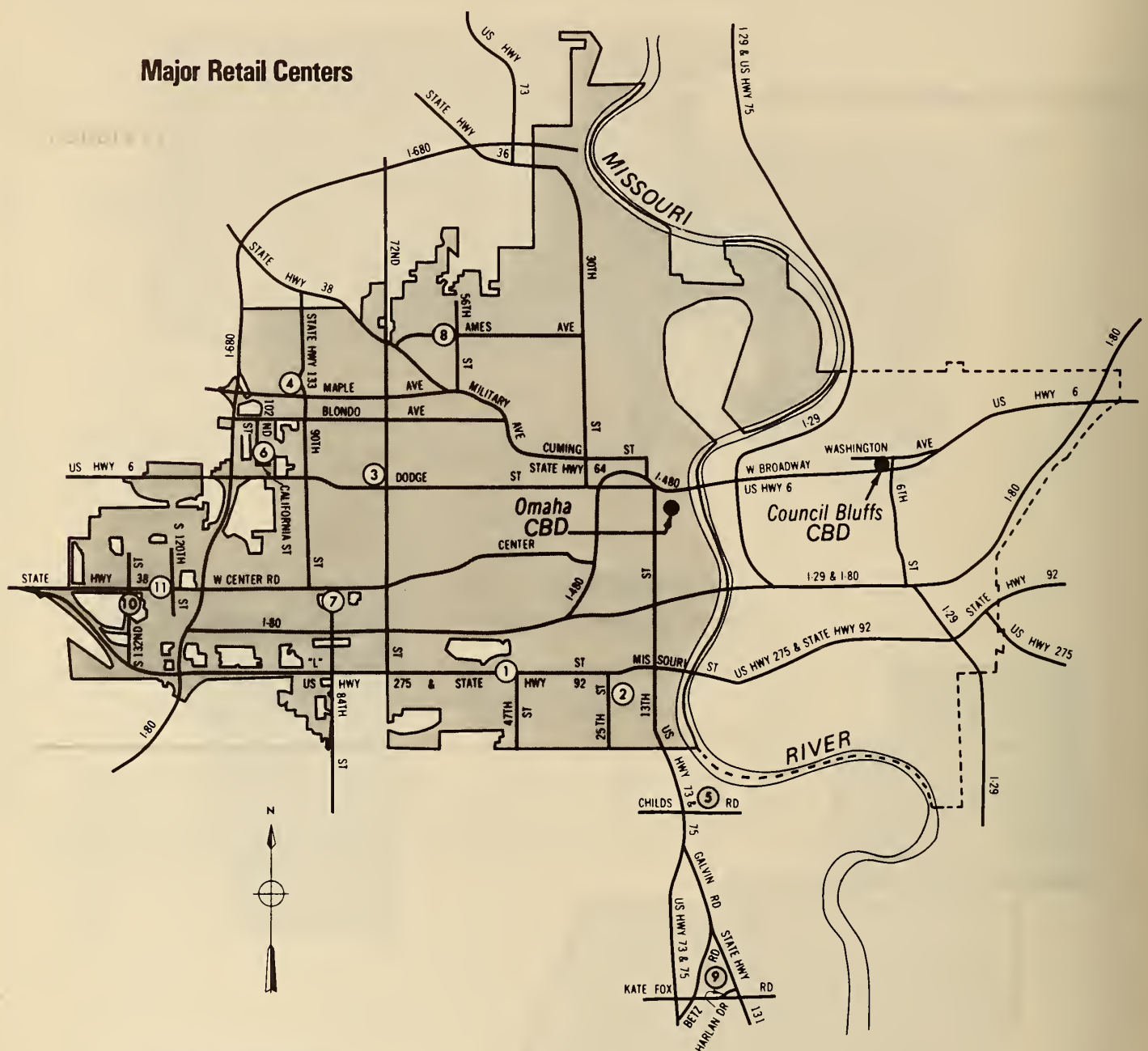
## Omaha Central Business District

Comprising Census Tracts 17 and 18



# OMAHA

## Major Retail Centers



- Central Business Districts
- ① Major Retail Centers (boundary descriptions are in appendix E)
- ▭ Central City
- - - Corporate limit of other CBD city

0 1 2 3 MILES



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps.]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers		
			Omaha, Nebr.	Council Bluffs, Iowa	Omaha, Nebr.	Council Bluffs, Iowa	No. 1	No. 2	No. 3
	<b>Retail stores:<sup>1 2</sup></b>								
	Number .....	3 937	2 567	429	188	117	26	57	37
	Sales (\$1,000) .....	1 942 578	1 357 031	219 291	69 568	42 986	54 907	24 583	79 371
	Payroll entire year (\$1,000) .....	233 546	167 870	25 392	10 977	5 764	5 700	3 590	10 447
	Paid employees for week including March 12 ---	40 168	28 669	4 183	2 181	1 017	685	616	1 889
54, 58, 591	<b>Convenience goods stores:</b>								
	Number .....	1 466	972	163	76	41	11	15	5
	Sales (\$1,000) .....	654 525	(D)	(D)	16 102	16 344	6 577	6 562	2 942
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number .....	981	658	99	69	45	4	20	22
	Sales (\$1,000) .....	582 323	(D)	(D)	48 123	14 045	10 835	13 662	71 236
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>								
	Number .....	1 490	937	167	43	31	11	22	10
	Sales (\$1,000) .....	705 730	464 438	(D)	5 343	12 597	37 495	4 359	5 193
	<b>Number of Establishments</b>								
	Retail stores <sup>1 2</sup> .....	3 937	2 567	429	188	117	26	57	37
52	Building materials, hardware, garden supply, and mobile home dealers .....	207	121	28	4	5	-	4	3
525	Hardware stores .....	62	36	6	4	2	-	1	1
52 ex. 525	Other .....	145	85	22	-	3	-	3	2
53	General merchandise group stores .....	86	48	13	7	3	1	2	3
531	Department stores <sup>4</sup> .....	35	20	8	1	2	1	1	2
533	Variety stores .....	26	16	2	2	1	-	1	1
539	Miscellaneous general merchandise stores .....	25	12	3	4	-	-	-	-
54	Food stores <sup>5</sup> .....	371	241	44	7	9	2	3	-
541	Grocery stores .....	224	136	30	3	4	1	2	-
55 ex. 554	Automotive dealers .....	306	189	39	1	9	7	5	4
554	Gasoline service stations .....	440	273	48	4	4	3	1	2
56	Apparel and accessory stores .....	257	182	26	23	19	1	7	12
561	Men's and boys' clothing and furnishings stores ..	40	28	5	4	3	-	1	1
562, 3, 8	Women's clothing and specialty stores and furriers .....	98	71	6	8	5	-	2	6
562	Women's ready-to-wear stores .....	82	58	6	4	5	-	2	6
565	Family clothing stores .....	35	21	6	3	5	-	1	1
566	Shoe stores .....	59	43	7	3	5	1	2	3
564, 9	Other apparel and accessory stores .....	25	19	2	5	1	-	1	1
57	Furniture, home furnishings, and equipment stores .....	324	218	27	10	9	2	5	5
5712	Furniture stores .....	55	43	4	1	2	-	3	2
5713, 4, 9	Home furnishings stores .....	134	84	10	5	3	1	1	-
572, 3	Household appliance, radio, television, and music stores .....	135	91	13	4	4	1	1	3
58	Eating and drinking places .....	976	652	102	63	27	9	10	4
5812	Eating places .....	609	399	61	32	15	7	3	2
5813	Drinking places (alcoholic beverages) .....	367	253	41	31	12	2	7	2
591	Drug and proprietary stores .....	119	79	17	6	5	-	2	1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> .....	851	564	85	63	27	1	18	3
592	Liquor stores .....	74	57	3	1	1	1	2	-
594	Miscellaneous shopping goods stores .....	314	210	33	29	14	-	6	2
5992	Florists .....	59	41	8	3	3	-	-	-

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.							
		No. 4	No. 5	No. 6	No. 7	No. 8	No. 9	No. 10	No. 11
	<b>Retail stores:<sup>1 2</sup></b>								
	Number -----	40	28	113	53	31	41	33	35
	Sales (\$1,000) -----	27 730	42 111	102 988	44 475	11 966	23 967	42 747	36 930
	Payroll entire year (\$1,000) -----	3 399	5 640	12 998	5 352	1 722	3 359	4 562	4 263
	Paid employees for week including March 12 ---	648	1 017	2 311	939	322	672	761	727
54, 58, 591	<b>Convenience goods stores:</b>								
	Number -----	20	3	19	21	15	19	7	8
	Sales (\$1,000) -----	14 151	485	7 736	18 793	8 272	11 828	28 917	20 396
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number -----	8	22	83	17	7	14	16	22
	Sales (\$1,000) -----	(D)	38 749	93 939	22 185	1 314	8 694	12 991	16 058
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>								
	Number -----	12	3	11	15	9	8	10	5
	Sales (\$1,000) -----	(D)	2 877	1 313	3 497	2 380	3 445	839	476
	<b>Number of Establishments</b>								
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>40</b>	<b>28</b>	<b>113</b>	<b>53</b>	<b>31</b>	<b>41</b>	<b>33</b>	<b>35</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>-</b>
525	Hardware stores -----	-	-	1	1	-	-	-	-
52 ex. 525	Other -----	-	1	-	1	1	1	4	-
53	<b>General merchandise group stores -----</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>
531	Department stores <sup>4</sup> -----	1	3	4	1	-	1	3	2
533	Variety stores -----	-	1	1	1	1	1	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	2	-	-	-	1
54	<b>Food stores<sup>5</sup> -----</b>	<b>3</b>	<b>-</b>	<b>6</b>	<b>6</b>	<b>3</b>	<b>8</b>	<b>2</b>	<b>3</b>
541	Grocery stores -----	2	-	-	3	1	3	2	2
55 ex. 554	<b>Automotive dealers -----</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>1</b>
554	<b>Gasoline service stations -----</b>	<b>7</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>1</b>
56	<b>Apparel and accessory stores -----</b>	<b>3</b>	<b>9</b>	<b>42</b>	<b>5</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>4</b>
561	Men's and boys' clothing and furnishings stores --	-	1	9	1	-	1	-	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	1	3	18	1	-	2	2	2
562	Women's ready-to-wear stores -----	1	3	13	1	-	2	2	2
565	Family clothing stores -----	2	1	3	-	-	-	2	-
566	Shoe stores -----	-	2	7	3	-	-	1	1
564, 9	Other apparel and accessory stores -----	-	2	5	-	1	-	-	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>2</b>	<b>4</b>	<b>11</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>8</b>
5712	Furniture stores -----	1	-	1	-	-	-	-	1
5713, 4, 9	Home furnishings stores -----	-	-	3	-	-	-	1	1
572, 3	Household appliance, radio, television, and music stores -----	1	4	7	2	4	3	4	6
58	<b>Eating and drinking places -----</b>	<b>13</b>	<b>3</b>	<b>11</b>	<b>13</b>	<b>11</b>	<b>10</b>	<b>4</b>	<b>3</b>
5812	Eating places -----	11	2	10	10	8	10	3	2
5813	Drinking places (alcoholic beverages) -----	2	1	1	3	3	-	1	1
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>-</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>4</b>	<b>5</b>	<b>34</b>	<b>12</b>	<b>2</b>	<b>10</b>	<b>8</b>	<b>10</b>
592	Liquor stores -----	1	-	1	1	1	-	1	-
594	Miscellaneous shopping goods stores -----	2	5	25	6	1	6	3	7
5992	Florists -----	-	-	1	2	-	1	1	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Omaha CBD</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>188</b>	<b>69 568</b>	<b>10 977</b>	<b>2 539</b>	<b>2 181</b>
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	4	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	<b>General merchandise group stores -----</b>	<b>7</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>7</b>	<b>934</b>	<b>95</b>	<b>23</b>	<b>12</b>
541	Grocery stores -----	3	651	72	18	7
55 ex. 554	<b>Automotive dealers -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>4</b>	<b>1 008</b>	<b>80</b>	<b>19</b>	<b>13</b>
56	<b>Apparel and accessory stores -----</b>	<b>23</b>	<b>6 111</b>	<b>1 148</b>	<b>232</b>	<b>133</b>
561	Men's and boys' clothing and furnishings stores -----	4	2 218	671	122	55
562, 3, 8	Women's clothing and specialty stores and furriers -----	8	1 792	182	39	25
562	Women's ready-to-wear stores -----	4	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	3	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	5	478	98	21	16
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>10</b>	<b>7 416</b>	<b>1 104</b>	<b>224</b>	<b>106</b>
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	5	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>63</b>	<b>12 939</b>	<b>3 629</b>	<b>864</b>	<b>916</b>
5812	Eating places -----	32	8 752	2 615	605	627
5813	Drinking places (alcoholic beverages) -----	31	4 187	1 014	259	289
591	<b>Drug and proprietary stores -----</b>	<b>6</b>	<b>2 229</b>	<b>362</b>	<b>81</b>	<b>94</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>63</b>	<b>11 824</b>	<b>1 455</b>	<b>343</b>	<b>219</b>
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	29	(D)	(D)	(D)	(D)
5992	Florists -----	3	154	17	3	10

See footnotes at end of table.



**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Council Bluffs CBD</b>					
	Retail stores <sup>2</sup> -----	117	42 986	5 764	1 371	1 017
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	655	114	30	15
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	5 851	843	195	181
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	9	7 478	799	177	113
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	9	8 583	863	220	73
554	Gasoline service stations -----	4	839	56	12	12
56	Apparel and accessory stores -----	19	4 529	671	158	110
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	5	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	5	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	1 952	277	80	62
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	9	1 336	237	41	37
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	386	33	5	8
58	Eating and drinking places -----	27	3 921	1 060	252	290
5812	Eating places -----	15	3 274	978	222	250
5813	Drinking places (alcoholic beverages) -----	12	647	82	30	40
591	Drug and proprietary stores -----	5	4 945	566	143	81
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	27	4 849	555	143	105
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	14	2 329	306	85	77
5992	Florists -----	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps.]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 6</b>					
	Retail stores <sup>2</sup> -----	113	102 988	12 998	2 985	2 311
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	5	63 762	7 225	1 627	1 127
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	6	(D)	(D)	(D)	(D)
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	42	20 067	2 439	597	434
561	Men's and boys' clothing and furnishings stores -----	9	4 478	582	164	78
562, 3, 8	Women's clothing and specialty stores and furriers -----	18	7 075	778	183	207
562	Women's ready-to-wear stores -----	13	6 511	700	165	188
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	3 501	458	82	43
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	11	2 816	427	107	57
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	2 552	372	94	45
58	Eating and drinking places -----	11	4 391	1 143	242	291
5812	Eating places -----	10	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	34	8 540	1 224	283	261
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	25	7 294	1 026	234	225
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Omaha</b>					
	Retail stores <sup>2</sup> -----	2 567	1 357 031	167 870	40 012	28 669
52	Building materials, hardware, garden supply, and mobile home dealers -----	121	51 104	6 144	1 463	660
525	Hardware stores -----	36	(D)	1 051	287	142
52 ex. 525	Other -----	85	(D)	5 093	1 176	518
53	General merchandise group stores -----	48	(D)	27 978	6 287	5 375
531	Department stores <sup>3</sup> -----	20	212 858	25 013	5 600	4 814
533	Variety stores -----	16	7 277	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	12	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	241	245 721	25 460	6 263	3 384
541	Grocery stores -----	136	228 764	22 776	5 652	2 809
55 ex. 554	Automotive dealers -----	189	276 547	25 463	5 957	2 135
554	Gasoline service stations -----	273	95 611	6 848	1 771	1 255
56	Apparel and accessory stores -----	182	68 257	10 023	2 537	1 797
561	Men's and boys' clothing and furnishings stores -----	28	14 540	2 768	695	295
562, 3, 8	Women's clothing and specialty stores and furriers -----	71	26 471	3 720	941	859
562	Women's ready-to-wear stores -----	58	(D)	(D)	(D)	(D)
565	Family clothing stores -----	21	14 105	(D)	(D)	(D)
566	Shoe stores -----	43	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	19	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	218	106 328	11 374	2 941	1 239
5712	Furniture stores -----	43	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	84	24 311	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	91	(D)	3 101	781	438
58	Eating and drinking places -----	652	147 221	37 701	8 766	9 899
5812	Eating places -----	399	(D)	31 916	7 293	8 428
5813	Drinking places (alcoholic beverages) -----	253	(D)	5 785	1 473	1 471
591	Drug and proprietary stores -----	79	(D)	6 292	1 530	1 148
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	564	82 301	10 587	2 497	1 777
592	Liquor stores -----	57	(D)	1 189	282	223
594	Miscellaneous shopping goods stores -----	210	41 125	4 730	1 098	858
5992	Florists -----	41	5 347	1 203	271	235

See footnotes at end of table.



Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Council Bluffs</b>					
	Retail stores <sup>2</sup> -----	429	219 291	25 392	5 911	4 183
52	Building materials, hardware, garden supply, and mobile home dealers -----	28	(D)	886	212	118
525	Hardware stores -----	6	2 003	(D)	(D)	(D)
52 ex. 525	Other -----	22	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	13	31 876	4 320	975	774
531	Department stores <sup>3</sup> -----	8	30 638	4 163	938	745
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	44	48 522	(D)	(D)	(D)
541	Grocery stores -----	30	46 866	4 753	1 053	542
55 ex. 554	Automotive dealers -----	39	61 258	5 169	1 226	442
554	Gasoline service stations -----	48	20 106	1 455	344	274
56	Apparel and accessory stores -----	26	5 824	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	5	1 411	308	74	37
562, 3, 8	Women's clothing and specialty stores and furriers -----	6	684	66	10	13
562	Women's ready-to-wear stores -----	6	684	66	10	13
565	Family clothing stores -----	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 317	167	31	21
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	27	7 297	874	188	97
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	10	2 739	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	13	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	102	18 679	4 470	1 053	1 338
5812	Eating places -----	61	14 541	3 698	844	1 085
5813	Drinking places (alcoholic beverages) -----	41	4 138	772	209	253
591	Drug and proprietary stores -----	17	9 597	1 224	309	193
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	85	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	1 911	106	21	12
594	Miscellaneous shopping goods stores -----	33	3 707	452	123	110
5992	Florists -----	8	551	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Omaha, Nebr.-Iowa, SMSA</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>3 937</b>	<b>1 942 578</b>	<b>233 546</b>	<b>55 236</b>	<b>40 168</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>207</b>	<b>74 897</b>	<b>8 635</b>	<b>2 076</b>	<b>999</b>
525	Hardware stores -----	62	11 163	1 491	395	213
52 ex. 525	Other -----	145	63 734	7 144	1 681	786
53	<b>General merchandise group stores -----</b>	<b>88</b>	<b>325 761</b>	<b>39 805</b>	<b>8 938</b>	<b>7 553</b>
531	Department stores <sup>3</sup> -----	35	297 199	35 956	8 042	6 794
533	Variety stores -----	26	13 702	2 123	485	511
539	Miscellaneous general merchandise stores -----	25	14 860	1 726	411	248
54	<b>Food stores<sup>4</sup> -----</b>	<b>371</b>	<b>382 887</b>	<b>38 857</b>	<b>9 375</b>	<b>5 170</b>
541	Grocery stores -----	224	360 475	35 310	8 567	4 382
55 ex. 554	<b>Automotive dealers -----</b>	<b>306</b>	<b>420 850</b>	<b>36 594</b>	<b>8 451</b>	<b>3 137</b>
554	<b>Gasoline service stations -----</b>	<b>440</b>	<b>153 743</b>	<b>11 032</b>	<b>2 796</b>	<b>2 018</b>
56	<b>Apparel and accessory stores -----</b>	<b>257</b>	<b>83 851</b>	<b>12 112</b>	<b>3 055</b>	<b>2 205</b>
561	Men's and boys' clothing and furnishings stores -----	40	18 613	3 284	824	367
562, 3, 8	Women's clothing and specialty stores and furriers -----	98	30 843	4 372	1 095	1 012
562	Women's ready-to-wear stores -----	82	28 839	3 990	1 000	918
565	Family clothing stores -----	35	17 272	1 761	501	423
566	Shoe stores -----	59	14 193	2 248	525	326
564, 9	Other apparel and accessory stores -----	25	2 930	447	110	77
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>324</b>	<b>123 973</b>	<b>13 687</b>	<b>3 505</b>	<b>1 514</b>
5712	Furniture stores -----	55	63 352	6 240	1 607	624
5713, 4, 9	Home furnishings stores -----	134	29 569	3 258	829	313
572, 3	Household appliance, radio, television, and music stores -----	135	31 052	4 189	1 069	577
58	<b>Eating and drinking places -----</b>	<b>978</b>	<b>204 999</b>	<b>51 280</b>	<b>11 879</b>	<b>13 903</b>
5812	Eating places -----	609	163 705	43 404	9 885	11 840
5813	Drinking places (alcoholic beverages) -----	367	41 294	7 876	1 994	2 063
591	<b>Drug and proprietary stores -----</b>	<b>119</b>	<b>66 639</b>	<b>8 325</b>	<b>2 042</b>	<b>1 485</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>851</b>	<b>104 978</b>	<b>13 219</b>	<b>3 119</b>	<b>2 184</b>
592	Liquor stores -----	74	19 467	1 551	359	273
594	Miscellaneous shopping goods stores -----	314	48 738	5 662	1 303	1 040
5992	Florists -----	59	6 542	1 448	336	281

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Omaha</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>288</b>	<b>82 472</b>	<b>16 644</b>	<b>3 834</b>	<b>3 670</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>10</b>	<b>1 498</b>	<b>208</b>	<b>46</b>	<b>30</b>
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	7	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores -----</b>	<b>7</b>	<b>701</b>	<b>66</b>	<b>17</b>	<b>18</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>16</b>	<b>1 550</b>	<b>162</b>	<b>32</b>	<b>31</b>
56	<b>Apparel and accessory stores -----</b>	<b>39</b>	<b>14 821</b>	<b>3 146</b>	<b>608</b>	<b>650</b>
561	Men's and boys' clothing and furnishings stores -----	8	1 318	248	58	52
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	7 091	979	136	247
582	Women's ready-to-wear stores -----	9	6 744	926	123	234
565	Family clothing stores -----	5	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	4	292	46	13	12
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>12</b>	<b>4 073</b>	<b>587</b>	<b>124</b>	<b>88</b>
5712	Furniture stores -----	-	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	8	2 467	327	65	59
58	<b>Eating and drinking places -----</b>	<b>100</b>	<b>10 333</b>	<b>2 783</b>	<b>636</b>	<b>863</b>
5812	Eating places -----	55	6 811	2 039	483	683
5813	Drinking places (alcoholic beverages) -----	45	3 522	744	153	180
591	<b>Drug and proprietary stores -----</b>	<b>6</b>	<b>1 836</b>	<b>304</b>	<b>75</b>	<b>84</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>89</b>	<b>10 732</b>	<b>1 513</b>	<b>338</b>	<b>307</b>
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	39	5 821	646	153	152
5992	Florists -----	4	123	26	7	11

See footnotes at end of table.



**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Council Bluffs</b>					
	Retail stores <sup>2</sup> -----	138	52 766	6 299	1 547	1 345
52	Building materials, hardware, garden supply, and mobile home dealers -----	9	1 406	187	43	34
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	6	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	8	9 258	1 410	339	362
531	Department stores <sup>3</sup> -----	3	3 945	600	157	197
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores -----	10	6 656	611	157	139
55 ex. 554	Automotive dealers -----	13	15 726	1 482	369	176
554	Gasoline service stations -----	6	1 257	118	24	30
56	Apparel and accessory stores -----	19	5 259	624	140	134
561	Men's and boys' clothing and furnishings stores -----	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	4	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	3	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	811	87	20	21
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	15	2 863	403	92	70
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	8	1 666	219	52	47
58	Eating and drinking places -----	23	1 986	498	133	189
5812	Eating places -----	13	1 355	408	110	163
5813	Drinking places (alcoholic beverages) -----	10	631	90	23	26
591	Drug and proprietary stores -----	8	4 917	511	133	107
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	27	3 435	455	117	104
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	15	1 763	295	77	70
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Omaha</b>			
	<b>Retail stores<sup>2</sup> -----</b>	<b>-15.6</b>	<b>43.9</b>	<b>57.0</b>
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	55.0	50.1
525	Hardware stores -----	(D)	165.6	118.7
52 ex. 525	Other -----	(D)	44.8	42.2
53	<b>General merchandise group stores -----</b>	<b>-17.6</b>	<b>(D)</b>	<b>39.2</b>
531	Department stores <sup>3</sup> -----	-35.9	29.8	48.5
533	Variety stores -----	-41.7	-48.0	-39.3
539	Miscellaneous general merchandise stores -----	(D)	(D)	32.6
54	<b>Food stores<sup>4</sup> -----</b>	<b>33.2</b>	<b>36.2</b>	<b>60.5</b>
541	Grocery stores -----	(NA)	35.5	60.6
55 ex. 554	<b>Automotive dealers -----</b>	<b>(D)</b>	<b>63.2</b>	<b>81.2</b>
554	<b>Gasoline service stations -----</b>	<b>-35.0</b>	<b>53.1</b>	<b>55.1</b>
56	<b>Apparel and accessory stores -----</b>	<b>-58.8</b>	<b>30.0</b>	<b>32.3</b>
561	Men's and boys' clothing and furnishings stores -----	68.3	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	-74.7	(D)	23.5
562	Women's ready-to-wear stores -----	(D)	18.4	25.1
565	Family clothing stores -----	-72.8	30.4	15.0
566	Shoe stores -----	-76.1	32.8	33.1
564, 9	Other apparel and accessory stores -----	63.7	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>82.1</b>	<b>40.8</b>	<b>47.0</b>
5712	Furniture stores -----	125.0	54.7	54.4
5713, 4, 9	Home furnishings stores -----	186.1	(D)	78.4
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	16.2
58	<b>Eating and drinking places -----</b>	<b>25.2</b>	<b>57.1</b>	<b>73.4</b>
5812	Eating places -----	28.5	(D)	87.9
5813	Drinking places (alcoholic beverages) -----	18.9	(D)	32.8
591	<b>Drug and proprietary stores -----</b>	<b>21.4</b>	<b>(D)</b>	<b>30.4</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>10.2</b>	<b>52.9</b>	<b>59.0</b>
592	Liquor stores -----	26.4	52.5	56.7
594	Miscellaneous shopping goods stores -----	(D)	79.2	81.6
5992	Florists -----	25.2	(D)	30.3

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Council Bluffs</b>			
	Retail stores <sup>2</sup> .....	-18.5	63.0	57.0
52	Building materials, hardware, garden supply, and mobile home dealers .....	-53.4	(D)	50.1
525	Hardware stores .....	-63.2	(D)	118.7
52 ex. 525	Other .....	-37.6	38.9	42.2
53	General merchandise group stores .....	-36.8	(D)	39.2
531	Department stores <sup>3</sup> .....	(D)	(D)	48.5
533	Variety stores .....	-33.1	(D)	-39.3
539	Miscellaneous general merchandise stores .....	(D)	(D)	32.6
54	Food stores <sup>4</sup> .....	12.3	61.2	60.5
541	Grocery stores .....	(NA)	60.6	60.6
55 ex. 554	Automotive dealers .....	-45.4	56.9	81.2
554	Gasoline service stations .....	-33.3	34.2	55.1
56	Apparel and accessory stores .....	-13.9	(D)	32.3
561	Men's and boys' clothing and furnishings stores .....	-38.1	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers .....	137.9	167.2	23.5
562	Women's ready-to-wear stores .....	(D)	(D)	25.1
565	Family clothing stores .....	(D)	-13.4	15.0
566	Shoe stores .....	(D)	(D)	33.1
564, 9	Other apparel and accessory stores .....	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores .....	-53.3	33.9	47.0
5712	Furniture stores .....	8.2	-24.2	54.4
5713, 4, 9	Home furnishings stores .....	-57.4	176.4	78.4
572, 3	Household appliance, radio, television, and music stores .....	-76.8	(D)	16.2
58	Eating and drinking places .....	97.4	88.9	73.4
5812	Eating places .....	141.6	108.3	87.9
5813	Drinking places (alcoholic beverages) .....	2.5	42.2	32.8
591	Drug and proprietary stores .....	0.6	32.9	30.4
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> .....	41.2	54.4	59.0
592	Liquor stores .....	65.8	(D)	56.7
594	Miscellaneous shopping goods stores .....	32.1	75.0	81.6
5992	Florists .....	-35.7	(D)	30.3

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Omaha</b>					
	Retail stores <sup>1</sup> .....	5.1	3.6	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers .....	(D)	(D)	(D)	3.8	3.9
525	Hardware stores .....	14.0	(D)	(D)	(D)	0.6
52 ex. 525	Other .....	(D)	—	—	(D)	3.3
53	General merchandise group stores .....	11.1	(D)	(D)	(D)	16.8
531	Department stores <sup>2</sup> .....	(D)	(D)	(D)	15.7	15.3
533	Variety stores .....	(D)	(D)	(D)	0.5	0.7
539	Miscellaneous general merchandise stores .....	42.3	(D)	(D)	(D)	0.8
54	Food stores <sup>3</sup> .....	0.4	0.2	1.3	18.1	19.7
541	Grocery stores .....	0.3	0.2	0.9	16.9	18.6
55 ex. 554	Automotive dealers .....	(D)	(D)	(D)	20.4	21.7
554	Gasoline service stations .....	1.1	0.7	1.4	7.0	7.9
56	Apparel and accessory stores .....	9.0	7.3	8.8	5.0	4.3
561	Men's and boys' clothing and furnishings stores .....	15.3	11.9	3.2	1.1	1.0
562, 3, 8	Women's clothing and specialty stores and furriers .....	6.8	5.8	2.6	2.0	1.6
562	Women's ready-to-wear stores .....	6.1	(D)	(D)	(D)	1.5
565	Family clothing stores .....	(D)	(D)	(D)	1.0	0.9
566	Shoe stores .....	2.7	(D)	(D)	(D)	0.7
564, 9	Other apparel and accessory stores .....	(D)	16.3	0.7	(D)	0.2
57	Furniture, home furnishings, and equipment stores .....	7.0	6.0	10.7	7.8	6.4
5712	Furniture stores .....	(D)	(D)	(D)	(D)	3.3
5713, 4, 9	Home furnishings stores .....	(D)	(D)	(D)	1.8	1.5
572, 3	Household appliance, radio, television, and music stores .....	12.8	(D)	(D)	(D)	1.6
58	Eating and drinking places .....	8.8	6.3	18.6	10.8	10.6
5812	Eating places .....	(D)	5.3	12.6	(D)	8.4
5813	Drinking places (alcoholic beverages) .....	(D)	10.1	6.0	(D)	2.1
591	Drug and proprietary stores .....	(D)	3.3	3.2	(D)	3.4
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> .....	14.4	11.3	17.0	6.1	5.4
592	Liquor stores .....	(D)	(D)	(D)	(D)	1.0
594	Miscellaneous shopping goods stores .....	(D)	(D)	(D)	3.0	2.5
5992	Florists .....	2.9	2.4	0.2	0.4	0.3

See footnotes at end of table.

Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Council Bluffs</b>					
	Retail stores <sup>1</sup> -----	19.6	2.2	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	0.9	1.5	(D)	3.9
525	Hardware stores -----	(D)	(D)	(D)	0.9	0.6
52 ex. 525	Other -----	7.0	(D)	(D)	(D)	3.3
53	General merchandise group stores -----	18.4	1.8	13.6	14.5	16.8
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	14.0	15.3
533	Variety stores -----	(D)	(D)	(D)	(D)	0.7
539	Miscellaneous general merchandise stores -----	-	-	-	0.1	0.8
54	Food stores <sup>3</sup> -----	15.4	2.0	17.4	22.1	19.7
541	Grocery stores -----	(D)	(D)	(D)	21.4	18.6
55 ex. 554	Automotive dealers -----	14.0	2.0	20.0	27.9	21.7
554	Gasoline service stations -----	4.2	0.5	2.0	9.2	7.9
56	Apparel and accessory stores -----	77.8	5.4	10.5	2.7	4.3
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	0.6	1.0
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	1.5	(D)	0.3	1.6
562	Women's ready-to-wear stores -----	(D)	1.6	(D)	0.3	1.5
565	Family clothing stores -----	(D)	11.3	4.5	(D)	0.9
566	Shoe stores -----	(D)	6.9	(D)	0.6	0.7
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.2
57	Furniture, home furnishings, and equipment stores -----	18.3	1.1	3.1	3.3	6.4
5712	Furniture stores -----	65.4	(D)	(D)	(D)	3.3
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.2	1.5
572, 3	Household appliance, radio, television, and music stores -----	11.2	1.2	0.9	1.6	1.6
58	Eating and drinking places -----	21.0	1.9	9.1	8.5	10.6
5812	Eating places -----	22.5	2.0	7.6	6.6	8.4
5813	Drinking places (alcoholic beverages) -----	15.6	1.6	1.5	1.9	2.1
591	Drug and proprietary stores -----	51.5	7.4	11.5	4.4	3.4
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	4.6	11.3	(D)	5.4
592	Liquor stores -----	(D)	(D)	(D)	0.9	1.0
594	Miscellaneous shopping goods stores -----	62.8	4.8	5.4	1.7	2.5
5992	Florists -----	(D)	(D)	(D)	0.3	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

## APPENDIX A. General Explanation

### CENSUS COVERAGE AND METHODOLOGY

**Structure and method of enumeration**—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

- a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

- b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

- a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.
- b. The 10-percent sample of small employers referred to in section 1b above.

**Method of classifying kinds of business**—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.<sup>1</sup> However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

- a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

### COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

**Geographic areas**—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

<sup>1</sup> **Standard Industrial Classification Manual: 1972.** For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. **1977 Supplement.** Stock No. 003-005-00176-0. Price 90 cents.



**Classifications**—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

**Sales**—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

**Legal form of organization**—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

## EXPLANATION OF TERMS

**Establishments**—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

**Sales**—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.



**Payroll entire year**—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

**Payroll first quarter**—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

**Paid employees for week including March 12**—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

**Central administrative offices and auxiliaries**—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

## KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

### Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

**Hardware stores (SIC 525)**—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.



### **General Merchandise Group Stores (SIC Major Group 53)**

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

**Department stores (SIC 531)**—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

**Variety stores (SIC 533)**—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

**Miscellaneous general merchandise stores (SIC 539)**—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

### **Food Stores (SIC Major Group 54)**

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

**Grocery stores (SIC 541)**—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

### **Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)**

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

**Gasoline service stations (SIC 554)**—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

### **Apparel and Accessory Stores (SIC Major Group 56)**

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

**Men's and boys' clothing and furnishings stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.



**Women's ready-to-wear stores (SIC 562)**—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

**Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)**—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

**Family clothing stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

**Shoe stores (SIC 566)**—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

**Other apparel and accessory stores (SIC 564 and 569)**—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

### **Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)**

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

**Furniture stores (SIC 5712)**—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

**Home furnishings stores (SIC 5713, 5714, and 5719)**—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

**Household appliance, radio, television, and music stores (SIC 572 and 573)**—Comprise the following industries:

*Household appliance stores (SIC 572)*—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

*Radio and television stores (SIC 5732)*—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

*Record shops (SIC 5733 pt.)*—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

*Musical instrument stores (SIC 5733 pt.)*—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

### **Eating and Drinking Places (SIC Major Group 58)**

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

**Eating places (SIC 5812)**—Includes retail establishments which sell prepared foods and beverages for consumption on or near

the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

**Drinking places (alcoholic beverages) (SIC 5813)**—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

### **Miscellaneous Retail Stores (SIC Major Group 59)**

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

**Drug and proprietary stores (SIC 591)**—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

**Liquor stores (SIC 592)**—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

**Miscellaneous shopping goods stores (SIC 594)**—Comprises the following industries:

*General line sporting goods stores (SIC 5941 pt.)*—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

*Specialty line sporting goods stores (SIC 5941 pt.)*—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

**Book stores (SIC 5942)**—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

**Stationery stores (SIC 5943)**—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

**Jewelry stores (SIC 5944)**—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

**Hobby, toy, and game shops (SIC 5945)**—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

**Camera and photographic supply stores (SIC 5946)**—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

**Gift, novelty, and souvenir shops (SIC 5947)**—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

**Luggage and leather goods stores (SIC 5948)**—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

**Sewing, needlework, and piece goods stores (SIC 5949)**—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

**Florists (SIC 5992)**—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

**Nonstore retailers (SIC 596)**—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.



## APPENDIX B. General Questions

U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS1977 CENSUS OF DISTRIBUTIVE TRADES  
(RETAIL)*Important* - PLEASE READ ALL ACCOMPANYING INSTRUCTIONSPlease complete this  
form and RETURN TOBUREAU OF THE CENSUS  
1201 East Tenth Street  
Jeffersonville, Indiana 47132

Census use only	Unit No.	Item code	Unit No.	Item code	Unit No.	Item code

**NOTICE** - Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

In correspondence pertaining to this report,  
please refer to this Census File Number

Employer Identification  
Number

Please correct errors in name, address and ZIP code. ENTER street and number if not shown.

**Item 1 - PHYSICAL LOCATION OF ESTABLISHMENT** - In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location which may differ from the mailing address. Complete items a through g.

a. Address number and street name of physical location - If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or rural route.

Mark (X) for a, b, c, and d if same as mailing label; if different show corrections.

Same as  
mailing  
label ☐ OR ▶

b. Name of city, town, village, borough, etc. of physical location

Same as  
mailing  
label ☐ OR ▶

c. State

Same as  
mailing  
label ☐ OR ▶

d. ZIP code

Same as  
mailing  
label ☐ OR ▶

e. Type of municipality indicated in 1b

1 ☐ City 4 ☐ Borough 7 ☐ Other - Specify \_\_\_\_\_

2 ☐ Town 5 ☐ Township

3 ☐ Village 6 ☐ Unincorporated 8 ☐ Don't know

f. Is this establishment located inside the legal boundaries of the city, town, village, etc., indicated in 1b?

1 ☐ Yes 2 ☐ No

NOTE - The area served by a post office generally does not coincide with the legal boundaries of the municipality from which the post office takes its name.

3 ☐ No legal boundaries 4 ☐ Don't know

g. Name of county (Louisiana parish) of physical location

**Item 2 - EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?

☐ YES

☐ NO - Enter current EI number → 

--	--	--	--	--	--	--	--	--	--

 (9 digits)

**Item 3 - OPERATIONAL STATUS**

a. Mark (X) the ONE box which best describes this establishment at the end of 1977.

001 ☐ In operation Figures only

2 ☐ Temporarily or seasonally inactive 

Month	Day	Year

3 ☐ Ceased operation - Give date → 

--	--	--

4 ☐ Sold or leased to another operator } Give date AND name, etc. → 

--	--	--

Name of new owner or operator

Number and street

City

State

ZIP code

b. How many months during 1977 did this firm or organization actively operate this establishment?

002 

--	--	--	--	--	--	--	--	--	--

 Number of months

**Item 4 - ORGANIZATIONAL STATUS**

a. Mark (X) the ONE box which best describes this establishment during 1977.

003 1 ☐ Individual proprietorship

2 ☐ Partnership

8 ☐ Cooperative association

5 ☐ Governmental - Specify \_\_\_\_\_

6 ☐ Corporation (other than specified above)

9 ☐ Other - Specify \_\_\_\_\_

b. Was all or part of the income of this establishment or organization exempt from Federal income taxes under Section 501 or 521 of the Internal Revenue Code?

004 ☐ YES

2 ☐ NO

Dollar figures should be reported as illustrated. Please be careful to enter the figures in the correct columns. See example below:

EXAMPLE: If figure is \$1,125,628.28

• PREFERRED method . . . . .

Acceptable method . . . . .

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
1	125	
1	125	628

*Important - Please read***Item 5 - DOLLAR VOLUME OF BUSINESS IN 1977**

a. Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

010 

Mil.	Thou.	Dol.

b. Were sales (or other) taxes collected from customers and forwarded to taxing authorities?

011 1 ☐ YES

2 ☐ NO

If "YES," report the amount of such taxes

(DO NOT include taxes in 5a above)

012 

Mil.	Thou.	Dol.

c. TOTAL SALES and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above)

013 

Mil.	Thou.	Dol.

**Item 6 - PAYROLL AND EMPLOYMENT**

a. Payroll

(1) Total ANNUAL payroll in 1977 before deductions

(2) Payroll for the FIRST QUARTER of 1977

b. Employment - Number of paid employees for the pay period including the 12th of the month (Include both full- and part-time employees)

032 MAR	033 MAY	034 AUG	035 NOV



**Item 7 – METHOD OF SELLING** – Mark (X) the ONE box which best describes this establishment's principal method of selling.

300  
 1 ☐ Selling at this establishment    2 ☐ Mail order (catalog selling)    3 ☐ House-to-house or telephone (direct selling)    4 ☐ Operating merchandise vending machines

**Item 8 – DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM** 302

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if ☐ Customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment. 1 ☐ YES  
 2 ☐ NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm. Name of establishment \_\_\_\_\_ Kind of business \_\_\_\_\_

**Item 9 – DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT**

a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977? (Exclude coin-operated amusement or vending machine space leased to others) 304  
 Mark "YES" if ☐ Any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.  
☐ Any department is operated by a subsidiary firm or the parent firm. 1 ☐ YES → Enter number – List each one in b below  
 2 ☐ NO – SKIP to item 10

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only 306	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in Item 5a? (d)	Is payroll included in Item 6? (e)
				Mill.	Thou.	Dol.		
305 1		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305 2		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305 3		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO

**Item 15 – OWNERSHIP OR CONTROL** – Refer to instructions for definitions of ownership and control.

a. Is this company owned or controlled by another company? 1 ☐ YES → Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.  
 2 ☐ NO Owning or controlling company \_\_\_\_\_ EI No. (9 digits) \_\_\_\_\_

b. Does this company own or control any other company or companies? 1 ☐ YES → Owned or controlled company \_\_\_\_\_ EI No. (9 digits) \_\_\_\_\_  
 2 ☐ NO

**Item 16 – LOCATIONS OF OPERATION**

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.) 1 ☐ YES – Answer (b) and (c)  
 2 ☐ NO – Do not complete (b) and (c) below. Review your report for completeness and accuracy and return. Number of locations \_\_\_\_\_

b. At how many separate locations were these operations conducted during 1977? \_\_\_\_\_

c. List each location – including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only 080	Physical location of each operation Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
	Name	Number and street of physical location	City	Sales and receipts	Total annual payroll	1st quarter payroll	081 Mill.	082 Thou.	
							084 MAR	085 MAY	
							086 AUG	087 NOV	
									088 Census use only

Census use only 080	Physical location of each operation Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
	Name	Number and street of physical location	City	Sales and receipts	Total annual payroll	1st quarter payroll	081 Mill.	082 Thou.	
							084 MAR	085 MAY	
							086 AUG	087 NOV	
									088 Census use only

**TOTALS** (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)

			Sales and receipts	Total annual payroll	1st quarter payroll	084 MAR	085 MAY	086 AUG	087 NOV

## APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
52	<b>BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS</b>		56	<b>APPAREL AND ACCESSORY STORES</b>	
5211	Lumber and other building materials dealers . . .	52A	5611	Men's and boys' clothing and furnishings stores . . . . .	56
5231	Paint, glass, and wallpaper stores . . . . .	52B	5621	Women's ready-to-wear stores . . . . .	56
5251	Hardware stores . . . . .	52B	5631 PT.	Millinery stores . . . . .	56
5261	Retail nurseries, lawn and garden supply stores . . . . .	52B	5631 PT.	Corset and lingerie stores . . . . .	56
5271	Mobile home dealers . . . . .	52C	5631 PT.	Other women's accessory, specialty stores . . . .	56
53	<b>GENERAL MERCHANDISE GROUP STORES</b>		5641	Children's and infants' wear stores . . . . .	56
5311	Department stores . . . . .	53A	5651	Family clothing stores . . . . .	56
5331	Variety stores . . . . .	53B	5661 PT.	Men's shoe stores . . . . .	56
5399	Miscellaneous general merchandise stores . . . .	53A	5661 PT.	Women's shoe stores . . . . .	56
54	<b>FOOD STORES</b>		5661 PT.	Children's and juveniles' shoe stores . . . . .	56
5411	Grocery stores . . . . .	54	5661 PT.	Family shoe stores . . . . .	56
5422	Freezer and locker meat provisioners . . . . .	54	5681	Furriers and fur shops . . . . .	56
5423 PT.	Meat markets . . . . .	54	5699	Miscellaneous apparel and accessory stores . . . .	56
5423 PT.	Fish (seafood) markets . . . . .	54	57	<b>FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES</b>	
5431	Fruit stores and vegetable markets . . . . .	54	5712	Furniture stores . . . . .	57A
5441	Candy, nut, and confectionery stores . . . . .	54	5713	Floor covering stores . . . . .	57B
5451	Dairy products stores . . . . .	54	5714	Drapery, curtain, and upholstery stores . . . . .	57B
5462	Retail bakeries—baking and selling . . . . .	54	5719	Miscellaneous home furnishings stores . . . . .	57B
5463	Retail bakeries—selling only . . . . .	54	5722	Household appliance stores . . . . .	57A
5499	Miscellaneous food stores . . . . .	54	5732	Radio and television stores . . . . .	57A
55	<b>AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS</b>		5733 PT.	Record shops . . . . .	57B
5511 PT.	Dealers with domestic car franchise only . . . .	55A	5733 PT.	Musical instrument stores . . . . .	57B
5511 PT.	Dealers with imported car franchise only . . . .	55A	58	<b>EATING AND DRINKING PLACES</b>	
5511 PT.	Dealers with domestic, import car franchises . .	55A	5812 PT.	Restaurants and lunchrooms . . . . .	58
5521	Motor vehicle dealers—used cars only . . . . .	55A	5812 PT.	Social caterers . . . . .	58
5531 PT.	Tire, battery, and accessory dealers . . . . .	55B	5812 PT.	Cafeterias . . . . .	58
5531 PT.	Other auto and home supply stores . . . . .	55B	5812 PT.	Refreshment places . . . . .	58
5541	Gasoline service stations . . . . .	55D	5812 PT.	Contract feeding . . . . .	58
5551	Boat dealers . . . . .	55C	5812 PT.	Ice cream, frozen custard stands . . . . .	58
5561	Recreational and utility trailer dealers . . . . .	55C	5813	Drinking places (alcoholic beverages) . . . . .	58
5571	Motorcycle dealers . . . . .	55C			
5599	Automotive dealers, n.e.c. . . . .	55C			



SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
59	<b>MISCELLANEOUS RETAIL STORES</b>			<b>MISCELLANEOUS RETAIL STORES—Con.</b>	
5912 PT.	Drug stores . . . . .	59A	5962	Automatic merchandising machine operators . . . . .	58
5912 PT.	Proprietary stores . . . . .	59A			
5921	Liquor stores . . . . .	59G			
5931	Used merchandise stores . . . . .	59G	5963 PT.	Furniture, home furnishings, equipment— direct selling . . . . .	57A
5941 PT.	General line sporting goods stores . . . . .	59C	5963 PT.	Mobile food service—direct selling . . . . .	58
5941 PT.	Specialty line sporting goods stores . . . . .	59C	5963 PT.	Books and stationery—direct selling . . . . .	59B
5942	Book stores . . . . .	59B	5963 PT.	Other direct selling . . . . .	59G
5943	Stationery stores . . . . .	59B	5982	Fuel and ice dealers, n.e.c. . . . .	59E
5944	Jewelry stores . . . . .	59D	5983	Fuel oil dealers . . . . .	59E
5945	Hobby, toy, and game shops . . . . .	59B	5984	Liquefied petroleum gas (bottled gas) dealers . .	59E
5946	Camera and photographic supply stores . . . . .	59B	5992	Florists . . . . .	59F
5947	Gift, novelty, and souvenir shops . . . . .	59B	5993	Cigar stores and stands . . . . .	59G
5948	Luggage and leather goods stores . . . . .	59B	5994	News dealers and newsstands . . . . .	59G
5949	Sewing, needlework, and piece goods stores . . . . .	59B	5999 PT.	Pet shops . . . . .	59G
5961 PT.	Department store merchandise—mail order . . . .	53A	5999 PT.	Typewriter stores . . . . .	59B
5961 PT.	General merchandise, n.e.c.—mail order . . . . .	53A	5999 PT.	Optical goods stores . . . . .	59G
5961 PT.	Other mail-order houses . . . . .	53A	5999 PT.	Other retail stores, n.e.c. . . . .	59G



---

## APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

### LINCOLN SMSA

Coextensive with Lancaster County, Nebr.

### SIOUX CITY, IOWA-NEBR., SMSA<sup>1</sup>

Consists of Woodbury County, Iowa, and Dakota County, Nebr.

---

<sup>1</sup> MRC data for this SMSA appear only in the Iowa MRC report.

### OMAHA, NEBR.-IOWA, SMSA

Consists of Douglas and Sarpy Counties, Nebr., and Pottawattamie County, Iowa



## APPENDIX E. Major Retail Centers

### LINCOLN, NEBR., SMSA

No. 1—Includes the planned center known as "Gateway Shopping Center" and establishments in the area bounded by Missouri Pacific RR., O St., and Cotner Blvd. (Lincoln) (In tract 12)

### OMAHA, NEBR.-IOWA, SMSA

MRC No. 1—Includes the planned center known as "K-Mart Plaza" and establishments in the area bounded by K St., 47th St., Holmes St., and 58th St. (Omaha, Neb.) (In tracts 70 and 71)

MRC No. 2—Includes establishments in the area bounded by K St., South 23rd St., Q St., and South 25th St. (Omaha, Neb.) (In tracts 26, 27, and 32)

MRC No. 3—Includes the planned center known as "The Crossroads" and establishments in the area bounded by Cass St., South 72nd St., Dodge St., and South 76th St. (Omaha, Neb.) (In tract 67.01)

MRC No. 4—Includes the planned center known as "Maple Plaza" and establishments on 90th St. from Ohio St. to Maplewood Blvd. (Omaha, Neb.) (In tracts 66, 65.01 and 74.02)

MRC No. 5—Includes the planned center known as "Southroads Shopping Center" bounded by Fort Crook Rd., Brewster Rd., Bellevue Blvd., Grandview, and Childs Rd. (Bellevue, Neb.) (In tract 101.02)

MRC No. 6—Includes the planned center known as "Westroads Shopping Center" and establishments in the area bounded by Nicholas St., North 98th St., California St., and North 102nd St. (Omaha, Neb.) (In tract 74.03)

### OMAHA, NEBR.-IOWA, SMSA—Con.

MRC No. 7—Includes the planned centers known as "Westgate Shopping Center," "Southtown Shopping Center" and "Center Shopping Center" and establishments in the area bounded by Gold St., South 82nd St., Grover St., and South 86th St. (Omaha, Neb.) (In tracts 69.01 and 68.01)

MRC No. 8—Includes the planned center known as "Ames Plaza" and establishments in the area bounded by Fowler St., North 56th St., Taylor St., and North 64th St. (Omaha, Neb.) (In tract 63)

MRC No. 9—Includes the planned center known as "Bellevue Plaza" and establishments on Galvin Rd. from Harvel Rd. to Harlan Dr. and on Harlan Dr. from Galvin Rd. to Betz St. (Bellevue, Neb.) (In tract 104)

MRC No. 10—Includes the planned centers known as "Bakers Square" and "Montclair Shopping Center" and establishments on West Center Rd. from Royal Wood Dr. to South 135th St. and on South 132nd St. (2275-2936). (Omaha, Neb.) (In tracts 74.06, 74.08, and 74.09)

MRC No. 11—Includes the planned center known as "Bel-Air Plaza" and establishments on West Center Rd. from South 120th St. to South 124th St. (Omaha, Neb.) (In tracts 74.07 and 74.08)





---

## APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Lincoln SMSA	CSAC
Omaha, Nebr.-Iowa, SMSA	CSAC





## PUBLICATION PROGRAM

### 1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

#### Final Reports

##### Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

##### Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

##### Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

##### Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

#### Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L.
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

#### Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

#### Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

### OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Superintendent of Documents  
U.S. Government Printing Office  
Washington, D.C. 20402

Official Business

Penalty for Private Use, \$300

Postage and Fees Paid  
U.S. Department  
of Commerce  
Special Fourth-Class  
Rate—Book  
COM-202

